

Marshalltown Broadcasting, Inc. LOCALISM INITIATIVES
> LOCAL NEWS

Monday - Friday: Beginning at 530AM thru 430PM, KFJB broadcasts 14 Local Newscasts per day plus a Noontime Local Newscast following ABC News.

Local Weather forecasts are broadcast adjacent to each newscast and every 10 minutes in Morning Drive, 600AM-900AM.

Local Sports information is broadcast 11 times Monday - Friday and 3 times on Saturday.

Saturday News-Weather-Sports is broadcast 4 times in Morning Drive, 600A-900A with another Local Newscast at 1205PM.

Monday - Friday: From 600AM thru 900AM, KXIA broadcasts 9 Local Newscasts and 6 Sportscasts each weekday.

Saturdays newscasts are broadcast 7 times with 4 Sportscasts.

> LOCAL PUBLIC AFFAIRS

"Open Forum" is scheduled on KFJB Mondays at 835A, a local call-in show with City, County and School officials alternating weekly. Programs included issues such as the Local Silo Tax and interviews with the four candidates for Marshalltown School Superintendent.

"First Nurse" is scheduled on KFJB Tuesday at 835A, featuring a Registered Nurse from Marshalltown Medical & Surgical Center to discuss health problems and answer listener call-ins.

"Money Matters" is presented by A.G. Edwards brokerage firm each Wednesday on KFJB at 835A, discussing financial issues of the day and take listener phone calls.

"Ask Earl May" is presented by the Earl May Nursery on Thursday at 835A on KFJB, answering lawn and garden questions from listener call-ins.

KFJB's "Man On The Street" is conducted every Friday at 835A and people are welcome to stop by a local restaurant and present their community events or charitable work, live with host Kyle Martin.

"Central Iowa Today" on KFJB is broadcast everyday, Monday - Friday, 1245-100PM. Guests are scheduled daily to present issues, events and concerns involving the people of Central Iowa. The Red Cross is a monthly guest on this program.

> PROGRAMMING

KFJB is a News-Talk station, 24/7. We are in regular contact with local community leaders, considering their program thoughts and ideas. We pre-empt regularly scheduled Network programming to carry both High School and College sporting events.

During the recent election, we carried two (2) Presidential Debates and one (1) Vice Presidential Debate, i.e. September 30th, October 5th and October 13th.

We also carry all State of the Union addresses and Presidential addresses concerning issues of national importance.

KXIA pre-empts regularly scheduled programming to carry "State of the Union" addresses as well as Presidential addresses concerning issues of national importance.

KXIA also pre-empts regular programming to carry the Iowa State University full season of Football and Basketball games.

> EMERGENCY PROGRAMMING

In May 2004 we covered live the severe storms that produced 50-60 mile per hour winds, uprooted and toppled trees causing severe damage to Marshalltown residential homes. KFJB & KXIA were broadcasting live for more than 3 hours informing listeners of road conditions and the storm location as it moved through Marshall County. Information was obtained from the National Weather Service and Marshall County Law and Emergency personnel.

In July and September another series of tornado-potential storms passed through the Marshalltown area. Once again, KFJB and KXIA broadcast "live" emergency information from City, County, State and F.E.M.A. officials.

On November 29, 2004, KFJB News provided prompt coverage of a bank robbery in Marshalltown with our reporter at the scene. Law enforcement officials have verified that due to our in-depth coverage, they made an arrest from a tip received from a KFJB listener who heard the robber description on our broadcast.

KFJB and KXIA participate in AMBER alerts, EAS alerts and have a direct line to the Marshall County weather alert system.

> POLITICAL PROGRAMMING

KFJB carried the 2004 Presidential Debates from ABC News on September 30th and October 13th and the Vice Presidential Debate on October 8th.

2004 Election Coverage on KFJB began at 130P on November 2nd and continued into the night with National coverage from ABC News, State coverage from Radio Iowa and Local coverage by a staff of 8 people in studio and on location at the County Court House as well as the Democratic and Republican headquarters in Marshalltown. Local coverage concluded at 300AM. Election reports on KXIA were given 16 times on election night.

KFJB and KXIA encouraged Voter Registration by running a series of PSA's voiced by Iowa Governor Tom Vilsack, Marshalltown Mayor Floyd Harthun and Marshall County Registrar Dawn Williams from October 1st through November 2, 2004.

Prior to 2003 Spring election KFJB broadcast live debates with the five (5) local candidates for Marshalltown City Council.

Six times prior to the 2004 General Election, Central Iowa Today on KFJB dealt with the "Get Out The Vote" campaign

> MUSIC

KFJB is a News - Talk station and does not play music.

KXIA is a Country music station. We currently support local bands with the CONCERT LINE, listing all bands on our website and where/when they perform. We also list them every Friday on our air at about 1040AM for 2 minutes.

> PARTICIPATION IN COMMUNITY ACTIVITIES

On May 8th, 2004 KFJB broadcast "live" the return of Company C, 234th Signal Battalion to Marshalltown after 1 year service in Iraq.

KFJB interviews the leaders of the United Way weekly to discuss the progress and goals of the current fund raising campaign.

During the Salvation Army bell ringing campaign, Major Craig Stoker is on KFJB each morning discussing with our host where they need bell ringers for upcoming days. Further, our General Manager is a member of the Salvation Army Advisory Board.

In November & December 2004, KFJB launched the Coats For Kids campaign, asking listeners to bring used kids coats to a local dry cleaner and the cleaned coats were given to the Salvation Army for distribution to needy families. More than 90 coats were provided to kids in need.

KXIA conducted a campaign in December 2004 to collect Hats, Mittens and Scarfs for the Salvation Army and needy children.

For the past 2 years, we have conducted the "Spirit Of Sharing" where on-air qualifiers were in the drawing for \$1000 from Swift & Company. \$500 to the listener and \$500 to a local charity, chosen by the winning listener.

Marshalltown Broadcasting's General Manager is on the Marshalltown Chamber of Commerce Board of Directors and a member of the Executive Committee as Chair-Elect. He is also a member of the Chamber's Marketing Committee, the Marshall Economic Development Impact Committee and the Marshalltown Rotary Club.

Every September, KFJB and KXIA participate with a float in the Oktoberfest parade through downtown Marshalltown.

Our website for KFJB and KXIA have community calendars that provide Public Service Announcements to non-profit groups and organizations, supporting their fund raising campaigns and causes.

Staff members of both KFJB & KXIA volunteered as Bell Ringers for the Salvation Army on in both 2003 and 2004.

> CIVIC & COMMUNITY-RESPONSIVE PROGRAMS

Each Sunday, KFJB broadcasts three (3) hours of religious programming from local churches.

During the Basketball, Football and Baseball season we broadcast live 55-65 events, covering Marshalltown High School, Marshalltown Community College and other area teams who may be in playoff or tournament play.

In July 2004, KFJB & KXIA broadcast live from the RAGBRAI route with two of our people riding in the event across Central Iowa. KFJB also was designated as the Local Information Outlet for RAGBRAI.

Each week, KFJB we broadcasts ten (10) "Community Reports" from towns in our service area including, but not limited to; Iowa Falls - Newton - Grundy Center - Nevada - Tama/Toledo - Grinnell - State Center - Gladbrook - Eldora, Ames and Conrad. These are Morning Show interviews with our host from 600-900AM.

We also conduct 8-10 Morning Show interviews each week on the KFJB with people who have local events or topics of interest to our listening audience. An example would be the Marshalltown Optimist Club's effort to have residents display the American Flag on each of the five National holidays. For a donation of \$35.00 to support the club's fund raising program, the Optimists will provide the flags, install a flag holder and put them up; and take them down each National Holiday.

On average, KFJB and KXIA broadcasts, combined, about 200-300 Public Service Announcements weekly. LOCAL PSA's this year included the United Way, Salvation Army, Big Brothers-Big Sisters, Red Cross, Iowa Safe Kids, Illegal Drugs, LeGrand Library, Iowa Games, Lighten Up Iowa,

Respectfully submitted,

Clark L. Wideman
General Manager
December 21, 2004